

PUBLICATION RULES

Investigating is discovering, reflecting and producing new knowledge. The essential meaning of this magazine is to offer the initial results of the research produced by the students, within the enriching process of Lasallian education. The *Huella de la Palabra* refers to the evolution that exists in the word from being a tool of thought and research to being an instrument of dissemination and transcendence. It grows, it mutates, it becomes a tool of thought again, leaving traces during its improvement that are intended to be lasting. This magazine is annual, refereed and multidisciplinary. ISSN: 2448-881X.

Collaborations are subject to the following conditions:

1. Original works that are not proposed simultaneously for other publications.
2. Research reports, research articles, states of the question and reviews may be submitted as follows:

a) Research reports:

The investigation report is the last step of an investigation. There are two main characteristics: reliability and objectivity.

The most general parts that it must have:

- Cover page. It includes the general data (author, title of the work, institution to which the author belongs, email and ORCID).
- Introduction. It should include the purpose of the work, its importance, and a summary of the methodology, study period, and conclusions.
- Body. The description of the procedures, type of analysis (qualitative / quantitative), frameworks (theoretical and conceptual), applied instruments, statistical results if applicable, interpretation of the data should be included.
- Conclusions or results. Statement of the results or conclusions reached. The unity between hypotheses and results should be clear in this section. The report must include both the main contributions to the subject and its scope and limitation.
- References used. It must be cited under the APA (American Psychological Association) standards in its seventh version.
- Annexes. If there were.

b) Research articles:

Original scientific text that communicates theoretical and / or empirical findings in the fields of knowledge of the different sciences, through an argumentative apparatus and a methodology used, thereby contributing to the generation of new knowledge and / or its application, as well as new theoretical and methodological perspectives in each field of science.

Partial research reports, documentary research studies that systematize the well-founded treatment of a relevant topic, reflections derived from an argumentative discussion on issues of social controversy, case study reports or results of an intervention, pedagogical proposals with applied methodology may be presented. as an alternative response to a teaching situation or didactic experiences that recover what happened in a descriptive and critical way and that contribute to the reflection of social situations.

Structure of the articles:

- Qualification. That frame the content of the work (Spanish and English).
- Name of the author(s) and as a footer, their professional training, affiliation institution, email and ORCID.
- Keywords. Five relevant keywords in the knowledge area of the article (Spanish and English).
- Abstract. No more than 150 words. If it is a partial research report, case study or intervention, indicate the date it began and ended, as well as the participating institutions (Spanish and English).
- Content: Introduction, theoretical framework, methodological framework, partial or final results with discussion and conclusions. Include citations integrated into the text of at least 20 references and, if required, integrate the footnotes. Extension: between 15 and 40 pp.
- Graphics, tables and images must be inserted in the text and must be numbered according to the order in which they are presented; Likewise, its content and source must be indicated in a footnote to the table or image.
- References in format according to the 7th edition of APA (only the sources cited in the text).

c) States of the question:

It is about the presentation and criticism of the antecedents of the object of study of a line of research, considering its context, its problems, the identified findings, and the existing bibliography.

Generally, the state of the art or state of the art is a study prior to the development and outline of the research to be carried out. Its importance is that before drafting the protocol and developing each chapter, an analysis of the sources must be made and the context of the chosen line of research must be considered. In addition, the most significant findings that other researchers made previously must be recovered in order not to repeat the same aspects and advance in the new discoveries.

The result should be a report that offers an assessment of everything analyzed, especially the bibliography consulted, and the findings identified therein.

Huella de la Palabra admits unpublished states of the question for researchers to announce the projects they are working on. The writing criteria are the same for research articles. It is suggested to consider the following aspects: Title, author's name, introduction, subtitles in bold before each section or chapter and references in accordance with the current APA format.

d) Reviews:

Critical comment on a literary or scientific work with the aim of presenting, introducing, highlighting, contrasting and analyzing its contents and arguments. In *Huella de la Palabra* reviews of works relevant to science are accepted. The length should range between 3 and 6 pages.

In case of participating with a review, the following structure must be followed:

- Head. In the first line: title of the book in italics, full name of the author of the book, publisher and year; in the second line: full name of the author of the recession and his email.
- Text. Maximum length of three pages, must give an account of the content of the work in detail and express a critical judgment based on it.
- Attach the image of the book cover in JPG or PNG format in good resolution.

e) Literary creation texts:

Short story, poetry, chronicle, essay and interview. For this type of text, the structure will be as follows:

- Head. In the first line: title; in the second line: full name aligned to the right and indicate with a footnote asterisk the academic and professional profile and email.
- Text. Maximum length of 15 pages.

2.1 The format of the research articles, reports, reviews and states of the question must contain the following structure and order:

- Title: Times New Roman 12 pts., Capital letters, bold and centered.
- Author(s) of the article: full name aligned to the right; indicate as a footnote the academic and professional profile in a very concise way, the email and the ORCID (if you do not have it, you can easily register at the following link: <https://orcid.org/register>).
- Summary in Spanish and English Times New Roman 10 pts., 150 words maximum and containing a synthesis of the purpose, the methodology used, and the results obtained. The month and year of completion of the work must also be indicated.
- Five keywords that identify the content.
- Text in Times New Roman 12 pts., Double spaced, from 15 to 40 pages (including graphics and list of references) and aligned to the left, indentation (Indent) at 5 spaces in all paragraphs.
- Subtitles in bold must be aligned to the left.

2.2 References of citations and sources of consultation must clearly distinguish the contributions of other authors and must be presented in accordance with current APA standards:

a) Quotes

a.1 Textual or direct

These are quotes in which literal fragments or ideas of a text or an author are presented. Missed words or phrases are replaced with ellipsis in brackets [...]. The author's last name, the year of publication, and the page from which the quotation was taken are included. If the cited source has no pagination, then the paragraph number is written. The format of the citation will vary depending on the emphasis, either on the author or in the text.

a.1.1 Short quotes

When the textual quotation is less than 40 words, it is written in quotation marks, immersed in the text and without italics. A point is written after the end of the appointment and the data.

Short quote based on the author:

Toussaint (2000) affirms that the transmission of information “[...] from the mass media to the leaders, and from them to their followers, is called ‘two-step communication flow’” (p. 16).

O well,

Toussaint (2000, p. 13) points out that: “From functionalism arises, for the first time in the history of sociology, the study of the mass media and its effects on the public”.

Short quote based on the text:

In the process of colonization, the Indian resistance was defeated on the military level. "Overcome by force, the Indian peoples, however, have resisted: they remain as differentiated social communities, with their own identity that is sustained by a particular culture in which the members of each group participate exclusively" (Bonfil, 2001, p 191).

a.1.2 Long quote

When the textual quotation exceeds more than 40 words, it is required to present it in a separate paragraph from the central text, with a font two points smaller in size, without quotation marks and with an indentation of five spaces or 0.5 cm on the left side in the entire paragraph. At the end of the quotation the period is placed before the data, unlike in citations with less than 40 words in which the period is placed after the data. Similarly, the organization of the data may vary depending on where the emphasis is placed, as in the previous case.

Long quote based on the author:

As Toussaint (2000) points out about the transmission of information:

[...] From the mass media to the leaders, and from these to their followers, It is called a “two-step communication flow”. However, the phenomena of communication in opinion leadership acquire the character of “multiple steps”, Due to the existence of repeaters of the assertions of the leaders, you want to their part will also seek the opinions of other people (p. 16).

Long quote based on the text:

When characterizing the country, we have today, it is essential to consider that:

[...] Mexico is a poor country. Those large areas of land are not suitable for a “modern” crop and that others have eroded and produced less because they were exploited in an irrational way. Those things have gone to the extreme that our agriculture does not harvest enough basic products that are required to feed Mexicans even at the minimum essential level. Our dependence on hunger grows: the country in which corn was invented now imports corn (Bonfil, 2001, p. 217).

a.2 Paraphrased or indirect

These are those quotes that express the same content or idea of an author or a text, but with a different syntactic structure. The quotation is included in the paragraph without quotation marks, and it is not necessary to put the page or paragraph number. It must contain in parentheses the last name of the author –or authors– and the year of publication of the book, magazine, or publication on the Internet or, in case of personal communication, the year of contact.

Example:

In the conference given by Ruelas Barajas (2006), he commented that in organizations it is important to find a balance between technical quality and human quality.

O well,

In a recent conference at the La Salle Pachuca University Auditorium (Ruelas, 2006) he commented that in organizations it is...

a.3 Quote about something that has already been cited

Forwards to a secondary appointment or to an appointment within an appointment. The source consulted requires that it be indicated in this way:

Toussaint (1964 cited in Schramm, 2002) indicates that “the source can be a person (who speaks, writes, draws or makes gestures) or an information organization (a newspaper, a publishing house, a television station or a film studio) ”.

Only the text that was consulted directly (in this case, that of Schramm) should be included in the list of references.

a.4 Rules according to number of authors

When the original source has two authors, both are always cited.

Example:

(Moles and Zeltmann, 1973).

When it comes to a source with three or more authors, from the first citation, only the first author and the Latin phrase *et al.*

Example:

Best *et al.* (2005) concluded that ...

a.5 Citations of the same author with the same publication date

If two sources by the same author are used and they were published in the same year, it is required to identify them with letters.

Example:

Phillips (2004a and 2004b) proposes a classification ...

a.6 Quotations from classical works

The year of the translation is entered, in addition to the year of the book that was examined.

Example:

(Plato translated in 1966), Villalobos (2003).

Texts such as the Bible and the Koran, as well as personal communications (personal letters, memoranda, electronic messages) are cited within the text, but are not included in the reference list.

a.7 Quote from an interview

The citation of the information obtained in an interview should mention the last name of the interviewee, the subject, and the date.

Example:

Arteaga (Impulsa Magazine, February 12, 2006).

a.8 Web appointments:

There are two ways to cite websites. The first one is called in passing, it mentions the website in the text, only the URL is placed in parentheses and the citation is not incorporated into the list of references,

Example:

Roser Batlle, on his blog (<https://roserbatlle.net/>), has incorporated different pedagogical contributions for teachers.

The second way to cite a website is when using a particular text. The citation is made in the usual way: (surname, year) or surname (year) and is incorporated into the list of references.

Example:

Colmenares (2008) indicates that the research has developed two major trends: one sociological and the other educational.

a.8.1 YouTube Videos

Videos on YouTube are uploaded by people who made the video or someone else made it. Such people use a Nick name or their username. The in-text citation is made with the name or Nick name outside the parentheses and the date, which is enclosed in parentheses.

Nick name or username (year, month, and day)

Example:

Canal Encuentro (2018, April 18) gives an account of the biography of Silvia Rivera Cusicanqui, an Aymara indigenous who...

a.8.2. Twitter

Username (year, month, and day).

Example:

Aristegui Noticias (2018, November 22) states that the European Union and the United Kingdom reached an agreement regarding Brexit ...

a.8.3 Facebook

Username (year, month, and day).

Example:

La Salle Pachuca University (2018, November 22) announced that a third-semester student of the Bachelor of Graphic Design won the third international place in the 5th International Poster Biennial.

b) The list of references

They start on a new page after the text, but before the tables, figures, and appendices. The sheet is titled "References", the first letter is capitalized, all in bold and the text centered.

The complete reference list must have a double-spaced line spacing. They are placed alphabetically by the paternal surname of the author and each one must have French indentation (the first line is oriented to the left and the following lines are indented), all those texts that were stated during the writing of the research report, article, or state of the matter.

The URLs must be enabled as hyperlinks, to be able to click them and go directly to the cited source.

b.1 Book

Last name, Initial of the first name. (Year of publication). *Title of the book*. Editorial.

Example:

Kerlinger, F. (2002). *Behavioral research. Research methods in social sciences*. McGraw-Hill.

b.1.1 Book with editor, compiler, or coordinator

Surname, Initial of the first name (Ed.). (Year of publication). *Title of the book*. Editorial.

Example:

Schuessler, M. and M. Capistrán (Coords.). (2010). *Mexico is written with J. A history of gay culture*. Planet.

b.1.2 Electronic book with DOI

The DOI (Digital Object Identifier) is an identifier of articles in magazines, book chapters or a book regardless of the URL, so that if it changes, the digital object can be found.

Last name, Initial of the first name. (Year of publication). *Title of the book*. DOI.

Example:

Shotton, M. A. (1989). *Computer addition?* <http://doi.org/12.1035/4848499>.

b.1.3 Electronic book without DOI

Last name, Initial of the first name. (Year of publication). *Title of the book*. Name of the site. URL.

Example:

Hearn, L. (2004). *The boy who drew cats. Foreign Narrative*. [https://technisupp-65a46.firebaseio.com/28/El-Ni%C3%91O-Que-Dibujaba-Gatos-\(2%C2%AA-Ed\).pdf](https://technisupp-65a46.firebaseio.com/28/El-Ni%C3%91O-Que-Dibujaba-Gatos-(2%C2%AA-Ed).pdf)

b.2 Chapter within a compiled book

Chapter author's last name, initial of the name (year of publication). Chapter title in quotation marks, In Compiler's last name (Ed). *Title of the book*. (pp-pp). Editorial.

Example:

Arriagada, I. (2010) "Families without a future or future of families", In Lerner S. and L. Melgar (Coords.) *Families in the XXI century: diverse realities and public policies*. (pp. 67-92). National Autonomous University of Mexico / El Colegio de México.

b.3 Periodicals

They are publications in different formats (newspaper, magazines, fascicles) that are published and distributed regularly.

Surname, initial of the name. (Year of publication). Article title. *Name of the journal*, volume (number), pp-pp.

Example:

Montoya, M. (2014). Masks and braids: reflections a project of identity and analysis through twenty years. *Chicana / o-Latina / o Law Review*, 32 (2), 7-39.

b.3.1 Periodic electronic publication with DOI

Surname, initial of the name. (Year of publication). Article title. *Name of the journal*, volume (number), pp-pp. DOI

Example:

Ryan, M. & Berkowitz, D. (2009). Constructing Gay and Lesbian Parent Families. "Beyond the Closet". *Qualitative Sociology*, 32 (2), 153-172. <http://doi.org/10.1007/s11133-009-9124-6>

b.3.2 Electronic publication without DOI

Surname, first initial (Year of publication). Article title. *Name of the journal*, volume (number), pp-pp. Name of the site. URL.

Example:

Scott, J. (1991). The Evidence of Experience. *Critical Inquiry*, 17 (4), 773-797. JSTOR.
<http://www.jstor.org/stable/1343743>.

b. 4 Doctoral dissertations, master's, and undergraduate theses

They are academic works whose purpose is to contribute to knowledge in a particular scientific discipline.

Surname, N. (Year). *Title of the work* [Degree work, Master's thesis or Doctoral thesis, Name of the institution that grants the title]. Name of the repository. URL.

Example:

Reyes, M. (2013). *Community leadership and social capital: an approach from the biographical field*. [Doctoral Thesis, Autonomous University of Barcelona].
<https://www.tdx.cat/bitstream/handle/10803/129380/mire1de1.pdf>

b. 5 Social networks

These are publications that are taken from different social networks.

b.5.1 Facebook

Username (Year, month, and day). The entire post. [Facebook update]. URL.

Example:

Roldan. C. (2018, November 21) <http://aldianoticias.mx/2018/11/20/comparece-titular-de-seph-en-congreso-local/> [Facebook Update].
https://www.facebook.com/roldanramos/posts/1908437839272366?comment_id=1908477005935116¬if_id=1542844248716512¬if_t=feedback_reaction_generic

b.5.2 Twitter

Username. (Year, month, and day). Whole tweet [tweet]. URL.

Example:

Villamil, Jenaro (2018, November 22). The party of the flying chairs. The PRD. Great cardboard from @monerohernandez #MonerosLaJornada [Tweet].
<https://twitter.com/jenarovillamil/status/1065669078260568065>

b.5.3 Internet videos (YouTube, Vimeo, Dailymotion, etc.)

Last name, N. [Username]. (Year, month, and day). *Video title* [Video file]. Location platform. URL.

Example:

Canal Encuentro (2018, April 18). *Due Stories VIII: Silvia Rivera Cusicanqui (full chapter)* [Video file]. Youtube. <https://www.youtube.com/watch?v=1q6HfhZUGhc>

b.5.4 Message posted on a blog

Surname, N. (Year, month, and day). Message title [Description of the form]. *Name of the site*. URL.

Example:

Altamirano, I. (2020, September 8). Biblioterapia [Post in a blog]. *La Salle Pachuca Publications*. <https://editoriallasallep.blogspot.com/2020/09/biblioterapia.html>

b.6 Graphic Media

Such as photographs, pictures, or paintings.

b.6.1 Internet image

Last name, N. of the author / artist. (Year). *Title of the work* [Format]. Location repository. URL.

Example:

Eisenstaedt, A. (1945). *V-J Day in Times Square (The kiss)* [Photography]. <https://mott.pe/noticias/wp-content/uploads/2017/10/EL-BESO-e1507994471865.jpg>

b.6.2 Image or exhibition work

Last name, N. of the author / artist. (Year). *Title of the work* [Format]. Place where it is exposed, City, Country.

Example:

Klimt, G. (1908-1909). *The Kiss* [Oil Painting]. Österreichische Galerie Belvedere, Vienna, Austria.

b.7 Sound Media

These materials are those means of communication that are perceived by the ear.

b.7.1 Music (songs)

Last name, N. or name of grouping. (Copyright year). *Song title*. In album title. [Recording medium: compact disc, cassette, etc.]. Record company.

Example:

Winehouse, A. (2006). *Rehab*. In Back to black. [CD]. Island Records.

b.7.2 Music (CDs, DVDs, vinyls, etc.)

Surname, N. (Copyright Year). *Title of the work* [Medium used]. Publishing house.

Example:

Winehouse, A. (2006). *Back to black*. [CD]. Island Records.

b.7.3 Podcast

Surname, N. (Producer). (Year, month, and day). *Podcast title* [Audio podcast]. URL

Example:

Magnet, C. (Producer). *A people without memory, are people without a future* [Audio podcast]. <https://copadas.subela.cl/episodes/t6-6-un-pueblo-sin-memoria-es-un-pueblo-sin-futuro-s1!flcd4#t=2>

b.8 Audiovisual Media

Movies, series, TV shows and other similar content.

b.8.1 Movie

Surname, N. (director). (Year). *Title of the film* [film]. Producer (if there are several they are separated by semicolons).

Example:

Avildsen, J. G. (director). (1976). *Rocky* [film]. Chartoff-Winkler Productions.

b.8.2 Movie in another language

Surname, N. (director). (Year). *Original title of the film* [Translated name] [film]. Producer (if there are several they are separated by semicolons).

Example:

Hamer, B. (director). (2003). *Salmer fra kjøkkenet*. [Kitchen Stories]. BulBul Films A / S; Bob Film Sweden AB; Norwegian Film Fund / Norks Filmfond.

b.8.3 Television series or streaming

Last name, N. (Executive Producer). (Year). *Series name* [type]. Producer (if there are several they are separated by semicolons).

Example:

Gilligan, V., Johnson, M. and MacLaren, M. (Executive Producers). (2008–2013). *Breaking Bad* [Television Series]. High Bridge Entertainment; Gran Via Productions; Sony Pictures Television.

b.8.4 Episode of a TV or streaming program

Surname, N. (Screenwriter). Surname, N. (Producer). (Year, month, and day). Episode name (season # and episode #) [type]. Last name, N. (Executive Producer). *Name of the series or program*. Producer (if there are several they are separated by semicolons).

Example:

Shiban, J. (Producer and Screenwriter). (April 25, 2010). Sunset (Season 3, Episode 5) [Television series episode]. In Gilligan, V., Johnson, M. and MacLaren, M. (Executive Producers). *Breaking Bad*. High Bridge Entertainment; Gran Via Productions; Sony Pictures Television.

b.9 Webinar and recording

Surname, N. (year). *Title of the webinar or recording* [Type of material]. Name of the source. URL.

Example:

Ayla, R. (2020). *Webinar on interprofessional health care for the 21st century*. [Webinar]. Panamerican Health Organization.

<https://www.campusvirtualesp.org/es/webinar/webinar-sobre-el-cuida-interprofesional-en-salud-para-el-siglo-xxi>

b.10 Legal Sources

Legal references should be assumed differently from citations of research authors since they have notable differences in their style and the standard way of citation must be respected for all disciplines of law.

b.10.1 Political Constitution

Official name of the Constitution [abbreviation]. Specific article cited, § (section or paragraph). Date of enactment.

Example:

Political Constitution of the United Mexican States. [C.M.] art. 1., § 1. 1917.

b.10.2 Laws of the Republic

Name / Number and year of the law. Affair. Date of enactment. Number in the Official Gazette.

Example:

Federal Telecommunication and Broadcasting Law of 2014. The purpose of this Law is to regulate the use, exploitation, and exploitation of the radioelectric spectrum. July 14, 2014. DOF 06-15-2018

b.10.3 Codes

Official title of the Code [abbreviation]. Number and year of the law to which it corresponds. Cited article (s). Date of promulgation (country).

Example:

Commercial Code [C.C]. Executive Decree of June 4, 1887. Art. 1 1996 last reform. (Mexico).

b.10.4 International treaties and / or agreements.

Agreements or treaties between two or three civil participants or organizations: Name of the treaty or agreement. Subject of the treaty. Participants (X - Y). Article. Date.

Multilateral agreements or treaties: Name of the treaty or convention. Article. Date.

Example:

Geneva Convention relative to the Treatment of Prisoners of War. Article 3. August 12, 1949.

b.11 Seminars, Congresses, Symposia or Conferences

Surname, N. (Year, month, and day). Title of the presentation [type]. *Name of the event*. Place name, City, Country.

Example:

Sánchez, C., Ayala, D. and Bocarosa, E. (November 17-29, 2018). *Biodiversity and human survival on earth* [Keynote speech]. United Nations Conference, Sharm, El-Sheikh, Egypt.

b.12 App (mobile application)

Last name, N. (of the individual or group that owns the rights to the software). (Year). *App's Name* (Version) [Type]. Store's name. URL.

Example:

MH Riley Ltd. (2020). *Spending Tracker* (2.3.1) [Mobile Application]. Google Play. https://play.google.com/store/apps/details?id=com.mhriley.spendingtracker&hl=en_US

3. Graphs or tables integrated into the work in the corresponding space where they must appear, numbered serially. In the case of images, they must be sent in JPEG format so that the original colors, proportion and size are maintained.

At the foot of the graph, table or image, the title or brief explanation of its content, its author and the source from which it was extracted must be indicated. It is the responsibility of each author to process the corresponding permissions for the use of graphics and images in the publication.

4. As of 2020, the journal changes its licensing to Open Access, so it is no longer necessary to assign the rights to the text. It is understood that the author submits his article by his own decision and agrees to the licensing of the non-profit journal: our texts are published under the [Creative Commons International Attribution 4.0](https://creativecommons.org/licenses/by/4.0/) license. We only require the author's data to integrate them into the text, which would be author's full name, academic background, email, brief summary of professional activity and ORCID. As well as specify if your research was financed by an institution or by your own means.

5. The magazine also changes its format from print to digital. The collection of volumes can be consulted on the page <http://www.lasallep.edu.mx/revistas/index.php/huella/>

6. The documents will be adapted to the journal's publishing standards, with an extension of between 15 and 45 double-spaced pages including tables, graphs, and reference sources. Style corrections may be made to help improve the writing of the text.

7. The following process will be carried out to assess the quality of the works to be published: only those contributions that strictly comply with the aforementioned indications will be taken to the arbitration system, which will be reviewed in an internal opinion by an evaluator; If the first evaluation is satisfactory, it will be sent to arbitration by two academic specialist peers for external opinion, who will evaluate the works in the double-blind mode according to the criteria of relevance, originality, theoretical congruence and academic contribution. Three possible failures will be determined anonymously: publishable, publishable with modifications, or not publishable. In case of discrepancy on the evaluation, a third opinion will be sent to define its publication. The final opinion will be made known to the author in writing, which will be final. In case of being publishable with modifications, it will be specifically indicated what should be corrected, giving 20 more business days to return the final version of the same. Within another period of no more than 20 business days, the final assessment established by one of the reviewers will be indicated.

Eight or ten texts will be published that obtain two positive evaluations from the internal and external reviews and are adjusted to the criteria of the call and publication rules of the journal.

8. The contributions submitted to the internal and external evaluation process must be entered by the authors into the Open Journal system (OJS) of the *Huella de la Palabra* journal, previously registering it through the following link: <https://revistas.lasallep.edu.mx/index.php/huella/about/submissions> completing all the fields of the registration form as author. The author must save the OJS username and password to be able to access the system as many times as required, since only he or she owns and has access to said data.

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